

# CALL FOR APPLICATIONS

Spring 2023



INNOVATIVE PR

**Position Title**

Account Specialist

**Course Dates**

1/9/23 - 5/5/23

**Application Deadline**

Submit by 5 p.m. on Friday, Nov. 4, 2022

**Description**

Gain a competitive advantage over your peers with real agency experience before you graduate. Use the skills you've developed in the UCM Public Relations & Strategic Communication degree program to execute and evaluate campaigns with real clients, fulfill subcontracted requests through the Integrated Marketing Communications office, continue promotional campaigns, and meet the needs of new IPR clients.

**Pay Rate**

Earn valuable experience and three credit hours in PR 4625 Innovative PR. This is an approved PRSC major elective.

**Working Hours**

Students work a minimum of 12 hours per week. Schedules are determined after enrollment and kept as flexible as possible. Each credit hour earned requires 60 hours worked, totaling 180 hours worked for three credit hours.

**Required Education & Training**

Applicants should be a Public Relations & Strategic Communications major. Applicants must complete PR 2620, PR 3610, and PR 3620 to apply. Students may apply while currently enrolled in PR 3610 and PR 3620. PRSC minors who have completed certain PR electives may be considered.

**Required Skills**

Word-processing, presentation, spreadsheet, multitasking, time management, critical thinking, leadership, attention to detail, ability to work in teams, ability to meet deadlines, and social media strategy, mindset, curiosity, and self-motivation.

**How to Apply**

Include the following documents (as PDFs) in your application: (1) cover letter, (2) résumé, (3) a current Central Degree Audit, (4) one writing sample, (5) two references, (6) your response to the writing prompt listed below, and (7) any relevant design work (if applicable).

**Incomplete applications will not be considered. Submit via email directly to IPR Manager Ashleigh Horn at [ipr@ucmo.edu](mailto:ipr@ucmo.edu), by 5 p.m. Nov. 4, 2022.**

**WRITING PROMPT**

The Robert L. Kendall Chapter of the Public Relations Student Society of America at the University of Central Missouri is gearing up to host its annual PR Pro Day Tuesday, Oct. 25, 2022. This event is designed to provide students the opportunity to network, learn from, and connect with PR professionals working in a wide array of industries. Many of these pros are program alumni.

Develop a tweet OR Instagram post to promote this event. Think about who PRSSA's audience is (students) and what kinds of messaging or images appeal to them. For more information about PRSSA and the upcoming event, visit <https://www.instagram.com/ucmprssa/>.